

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

UNCLAS STATE 207264

E.O. 11652:N/A

TAGS: BEXP

SUBJECT: ARA COMMERCIAL OFFICERS CONFERENCE

1. PROPOSED AGENDA FOR MEXICO CITY COMMERCIAL CONFERENCE
INCLUDES THE PARTICIPATION OF PROMINENT U.S. BUSINESSMEN
IN A FORTY-FIVE MINUTE PANEL DISCUSSION ON SEPTEMBER 25 AT
9:30.

2. WE SUGGEST THAT PENEL CONSIST OF THREE LOCALLY RESIDENT,
DECISION-LEVEL BUSINESSMEN SELECTED BY THE EMBASSY. ONE
OF THESE SHOULD BE AN OFFICER OF THE CHAMBER OF COMMERCE.
DISCUSSION WOULD CENTER AROUND MARKETING PROBLEMS OF U.S.
FIRMS AND ROLE OF USG IN TRADE PROMOTION. SUGGEST EACH
BUSINESSMAN GIVE SHORT (10 MINUTE) INTRODUCTORY SPEECH AND
THEN OPEN DISCUSSION. IDEALLY THE PANEL SHOULD BE COMPOSED
OF A MANUFACTURER, TRADER AND BANKER, WHO POSSESS THE
ABILITY TO PROVIDE A GENUINELY FRANK AND INFORMATIVE
DISCUSSION OF THE PROBLEMS FACED IN THE AREA OF CONCERN.

3. WE APPRECIATE AMBASSADOR'S AGREEMENT TO PARTICIPATE IN
PANEL AND SUGGEST FORMAT OF INTRODUCTORY REMARKS BY
AMBASSADOR WITH COMMERCIAL COUNSELOR IN ROLE OF
MODERATOR.

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